HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	(Continued from page 42)			
	ELECTRICAL			
1	Romex 250' per box w/grd	3,649	35.73	130,365.63
2	UF 250' per box w/grd	855	50.06	42,797.02
3	Flor shop lit comp 40W, 48"	2,237	16.14	36,117.26
4	Norelco mercury vapor light	656	47.06	30,870.57
5	Conduit, 10' length	9,320	2.03	18,925.19
6	270V Grd duplex receptable	24,950	0.64	15,968.00
7	12/2 Romex w/ground boxed	771	18.76	14,462.57
8	Grd duplex receptable 1215BR/270B	19,320	0.64	12,345.48
9	Raco 2¼ bevel old work box	14,485	0.84	12,135.53
10	Flor u/cab fix w/o outlet	1,567	7.07	11,081.20
11	100F 16/3 Rd ex/cord 3302/46799	817	13.67	10,840.28
12	P/C porc recpt 000-9816C/1629D1	5,792	1.84	10,693.03
13	Romex w/grd 250' per box	386	26.40	10,189.55
14	Lutron UL rotary dimmer	2,375	4.34	10,114.66
	PLUMBING			
1	Mark II B grade toilet comb, white	1,532	54.89	84,095.77
2	NSRT 40 gal gas heater ST5	481	155.75	74,915.94
3	Medium hard copper, 10' length	16,475	3.46	56,937.60
4	Reeves 20-gal galvanized sheet can	5,258	9.04	47,549.14
5	Plaskol 32" shower stall	319	132.41	42,238.15
6	Flo automatic sump pump, submersible	393	90.01	35,375.66
7	U-PLM toilet tank repair kit	4,657	5.32	24,812.50
8	NCRT 40-gal gas energy saver ST5	116	208.48	24,184.05
9	CPVC pipe, 10' length	11,130	2.22	23,853.60
10	Mustee single laundry tub	1,000	21.40	21,398.40
11	Aqua lav faucet w/popup sgl	531	40.18	21,333.46
12	Flo plastic pump—pedestal	270	75.44	20,369.23
13	Flo cast iron pump—pedestal	233	82.83	19,299.11
14	M. hard copper 10' length	3,077	5.47	16,837.34
15	Aqua kitchen faucet sgl	531	32.60	16,776.00

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	LAWN AND GARDEN			
1	SLR tempr l&handl rnd pt shovel	9,504	6.67	63,391.68
2	Temper bow rake SB14	7,812	6.74	52,672.41
3	Colorite vinyl hose	12,060	3.26	39,345.75
4	Signet 27 radial hose	2,274	14.79	33,632.46
5	Color promo reinforcement 1521-50	5,535	5.87	32,504.29
6	Temper springback leaf rake	3,672	7.86	28,858.25
7	Keller leaf/lawn rake 22-T	8,832	2.64	23,307.65
8	S/City tool holder, adjustable 6 hook	5,616	4.06	22,800.96
9	Ortho Weed-B-Gone 1 qt	3,540	6.15	21,763.93
10	Bag-A-Bug beetle trap 1-6901	2,592	7.98	20,671.20
11	Temper lawn rake LR22	3,180	6.32	20,103.96
12	Temper hoe SG6	3,804	5.26	20,009.04
13	Melnor rain osc sprinkler	3,624	5.48	19,859.52
14	Wallace grass shear	3,636	4.83	17,561.88
	HOME IMPROVEMENT			
1	R0706/R3206DX green grass 6' length	12,187	2.47	30,070.20
2	7' wire aluminum screen	5,520	4.17	23,044.90
3	R0706 beige/brown grass 6' width	8,689	2.47	21,461.83
4	R0706 green/black 6' width	7,739	2.47	19,115.33
5	Kidde Fireaway extinguisher	1,787	10.19	18,210.96
6	Natco blk rub mating 36 x 105	65	250.56	16,286.74
7	2 x 4 x ⅛ Pegboard	12,600	1.17	15,820.56
8	30" Aluminum wire screen	4,760	3.27	15,565.20
9	24" Aluminum wire screen	5,730	2.66	15,225.76
10	32" Aluminum wire screen	3,750	3.43	12,866.25
11	6' Wood step ladder	428	26.50	11,341.57
12	5' Wood step ladder	478	22.67	10,838.08
13	16' Aluminum extension ladder	189	55.74	10,535.39
14	40301-36-9 Peer chain prl—⅜s—125	90	108.97	9,807.70
15	28" Aluminum wire screen	3,240	3.10	9,730.90

(Continued on page 46)

Basics Hot

(Continued from page 42)

which resulted in the sale of 3,852 units with an average retail price of $10.

Wen's 7-in. sander-polisher, the No. 1 item in power tools with 534 units sold for an average retail price of $48.79, earned its place through spring promotions. The unit is most popular for car body work as well as other spring-related activities.

A knock-off on the Workmate, Wen's All Bench at $61.06 average retail, ranked second. The unit accounted for $25,-157.75 in total movement.

Skokie notched up top sales in power tool accessories with its plywood, rip, combe and crosscut blades.

"The demand in accessories is for continuity," Richards stressed.

In paint and paint sundries, new categories for Stem, 1-gal. white house trim and wall/ceiling paints led off the seasonal activity. Sundries were tied with the paint promotions.

"An especially good impulse item in the accessories category is WD-40," commented Richards. The item, which is suggested for in-store endcaps, ranked second among sundries as 32,112 units were moved for an average retail price of $2.

Strength in lawn and garden also came from basics. An SLR round-point shovel led the cate-

(Continued on page 46)

Retail Pay Plan

(Continued from page 42)

and consumers. Since retailers receive billions of checks each year, a system eliminating payment by check, or at least reducing it, must quickly be found.

Another reason, according to Allen, is a change of strategy by Visa and Master Card. They have combined credit cards and cash cards into a common program. This change will result in retailers paying discounts on what are in effect cash transactions. The potential loss of money has spurred their interest in getting away from the national credit cards.

With acceptance among retailers, the final obstacle to an electronic system is resistance from consumers, but this is rapidly being overcome. The doubling of automatic teller machines to 26,000 over the past two years is evidence of this change.

The transition from teller machines to sale transaction machines is a small one, and the installation of machines in stores has already begun, Allen claims.

The Tri-State Task Force was formed, according to Allen, to make the transition a smooth one.

"Through a combined effort," she said, "many of the mistakes of previous unilateral designs can be avoided.

"For example, retailers' fear of tie-ups at checkout counters and loss of credit card customers to the banks can be addressed and dealth with beforehand." All of the problems can be solved through dialogue, she added.

The task force has instituted a two-phase plan. Phase I, beginning immediately, is the problem-solving period prior to actual implementation. Phase II, set for two years from now, is a pilot program to oversee the implementation.

STRIKE GOLD AT BOOTH 925

In-store display kits that won '82 Drummer Award for "Best Overall Sales Aid Program" have been improved for Structo's new Golden Classic™ line.

Here's real competitive metal for your '83 grill sales. Structo's new Golden Classic™ line.

Most-wanted convenience features presented with sophisticated appliance styling...Master Control Consoles with dual burner controls and Instalite™ on every model...cast iron grids, warming grids and Gas Monitor™ on most. Structo's six new Golden Classics set a new standard for gas grill value, so you can sell competitively—and at comfortable margins—in every price range.

Award-winning merchandising aids make Structo's exceptional value readily apparent to shoppers. Four-color display kits call out features and user benefits; strong 5-year warranty and the Good Housekeeping Seal build customer confidence in Structo quality.

Check out Golden Classic value at the 1982 National Hardware Show...then go for a bigger share of the booming gas grill market. Go for the Gold with Structo in '83.

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KING-SEELEY KST THERMOS CO.
FREEPORT, ILLINOIS 61032

HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	(Continued from page 44)			
	BLACK & DECKER			
1	3/8' Drill, variable speed, reversible	2,852	24.71	70,472.92
2	7¼' Circular saw	2,005	33.08	66,315.38
3	Dustbuster 9330	1,970	30.35	59,789.50
4	Workmate, single htg	863	53.14	45,857.66
5	Line trimmer, 7" 8201	1,941	18.01	34,962.26
6	Sander, dbl/ins	1,310	24.42	31,996.75
7	Workmate, 29" dual ht	353	89.44	31,571.44
8	13" Hedge trimmer	1,066	29.01	30,927.32
9	Jig saw, dbl/ins	1,614	15.46	24,956.48
10	Utility lawn edger	430	57.34	24,655.12
11	7¼" Circular saw, 2 hp	379	62.26	23,597.49
12	3/8" Drill, v/s, rev-lock	569	34.41	19,580.71
	IMPORTS			
1	2-ton Hydraulic floor jack	2,366	61.99	146,680.17
2	3-speed 8" Drill press DP3MJ	887	105.00	93,135.00
3	Int/sls 40-piece socket set	10,021	9.00	90,189.00
4	Tab 6" bench grinder	1,826	47.02	85,867.65
5	S/B 22 gal air compressor 104A200-22	115	488.01	56,121.15
6	2-ton Cable hoist puller	2,866	18.75	53,737.50
7	Tab metal cut band saw HVMBS-4.5	159	248.07	39,443.13
8	Tab drill press, 12-speed	152	252.54	38,386.08
9	Tab ½DR pistol grip	736	49.44	36,387.84
10	Tab drill press, 5-speed	200	175.89	35,178.00
11	Tab 3/8DR reversible ratchet	551	49.44	27,241.44
12	21-piece ¼ & 3/8 socket set	3,755	6.75	25,346.25

These figures, for May 24-June 18, were supplied by Stem Distributing, a division of Cook United, Maple Heights, Ohio. The firm services 600 stores, including 480 discount stores, in 35 states. Average retail prices reflect typical price points for discount clients.

Murphy's Mart, Charleston, W. Va., gives an endcap to entrance locks. Lock sales for many discounters are running 25% ahead of last year, based on heavier promotions and refined programs. *(DSN photo)*

Basics Hot

(Continued from page 44)

gory with 9,504 units sold for total dollar movement of $63,391.69.

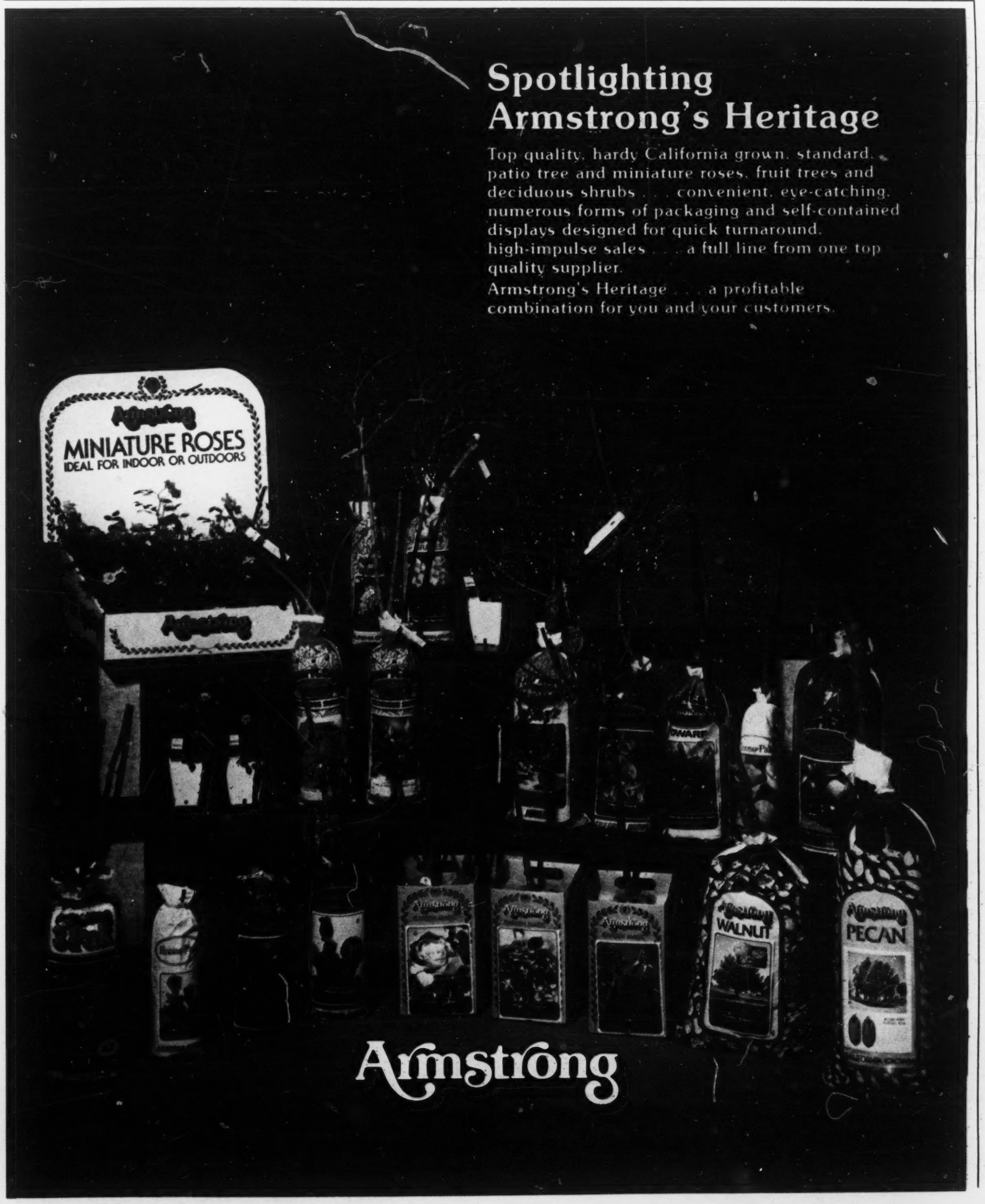
Home improvement sales were aided by one-shot promotions. Items used in the promotions ranked first, third, fourth and sixth.

Home improvement remains a strong category because of the economy, Richards added.

In power tools, Richards pegged the Dustbuster, which ranked third in the audit, as continuing to generate "super sales." Stem sold 1,970 Dustbusters, which generated an average retail price of $30.35 for total dollar movement of $59,789,50.

Import category sales continued strong for Stem. The items, made predominately in Japan and Taiwan, are generally low-end items of good quality, Richards said.

The two-ton hydraulic floor jack which ranked first among imports, with 2,366 units sold for an average retail price of $61.99, was a strong Father's Day item.


Spotlighting
Armstrong's Heritage
Top quality, hardy California grown, standard, patio tree and miniature roses, fruit trees and deciduous shrubs . . . convenient, eye-catching, numerous forms of packaging and self-contained displays designed for quick turnaround.
high-impulse sales . . . a full line from one top quality supplier.
Armstrong's Heritage . . . a profitable combination for you and your customers.
MINIATURE ROSES
IDEAL FOR INDOOR OR OUTDOORS
WALNUT
PECAN
Armstrong

K mart Taps Baker as Spokesman

TROY, Mich.—K mart picked an expert gardener—and former employee—to pitch its lawn and garden departments this year.

The chain gave the job to Jerry Baker, a former field merchandiser for K mart lawn and garden shops from 1961 to 1971, who left the chain to pursue a writing and media career as "America's Master Gardener."

Baker was tapped to make live appearances, television and radio commercials, and represent the chain in newspaper, magazine and point-of-purchase advertisements.

The Background

The gardener is also known for his appearances on TV talk shows: Westinghouse P.M. and Evening Magazine and the ABC/Hearst cable series Daytime. He formerly appeared on Dinah's (Shore) Place.

The author of 25 gardening books, including *"Plants Are Like People," "Talk To Your Plants"* and *"I Never Met A House Plant I Didn't Like,"* has also contributed to *"World Book Encyclopedia," Parade, Family Weekly* and *Grit.*

TSW to Make Debut on TV

WHITE PLAINS, N.Y.—Eleven-unit TSW plans to go on TV this fall for the first time.

A number of manufacturers will be providing funds that will be used to buy time on network and local TV stations, in the Greater New York Area, a TSW spokesman explained. This advertising effort will supplement the toy company's regular newspaper promotional program.

The company, which doesn't plan to open any new stores this year, projects sales will hit $14.4 million.

HARDWARE

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
PLUMBING				
1	Sterling econ kitchen faucet	755	20.99	15,847.45
2	Sterling kitchen faucet single w	283	55.99	15,845.17
3	Sterling kitchen faucet twin w	271	45.99	12,463.29
4	Melard toilet tank repair	1,372	8.99	12,334.28
5	Sterling twin kitchen faucet 8129	319	33.99	10,842.81
6	Melard super plunger	2,304	4.59	10,575.36
7	Melard 6" force cup w/21	4,656	2.19	10,196.64
8	Sterling single kitchen faucet 7229	226	43.99	9,941.74
9	Sterling economy bath faucet	594	15.99	9,498.06
10	Melard 3½" basket strai	3,582	2.19	8,435.88
11	Melard shower head w/flow A	797	9.99	7,962.03
12	Melard 6' washing machine	1,433	4.99	7,150.67
13	Melard executive shower head	1,024	5.99	6,133.76
14	Melard 1½" j-bend kit	945	5.79	5,471.55
15	Sterling twin bath faucet 6089	123	37.99	4,672.77
WESTINGHOUSE BULBS				
1	60A/W/TP Soft white 2/sleeve	15,516	1.96	30,411.36
2	30/100T/WL 3-Way eye saver	6,900	2.79	19,251.00
3	75A/WTP Soft white 2/sleeve	9,420	1.96	18,463.20
4	FLS15/WW Luma stick lamp	715	24.50	17,517.50
5	50/150T/WL 3-Way eye saver	6,256	2.79	17,454.24
6	100A/W/TP Soft white 2/sleeve	8,148	1.96	15,970.08
7	F20T12/SW 24" soft white	2,454	6.15	15,092.10
8	60T/WL/TP Eye saver 2/sleeve	6,164	2.38	14,670.32
9	FC12T10/SW Circline soft	1,452	9.90	14,373.80
10	25 A/W Soft white, 2 lamp	5,280	2.46	12,988.80
11	50/250MT/WL 3-Way eye saver	3,853	3.29	12,673.08
12	15 A/W Soft white, 2 lamps	5,016	2.46	12,339.36
13	100T/WL/TP Eye saver 2/sleeve	5,100	2.38	12,138.00
14	BC4CT Night light, 2 lamps	6,589	1.72	11,331.36
15	75T/WL/TP Eye saver 2/sleeve	4,612	2.38	10,976.56

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
ELECTRICAL WIRING DEVICES				
1	Manco ¾ x 60' pvc U/L electrical tape	67,147	0.59	39,616.73
2	Cable Elec clamp-on light w/s	4,890	6.99	34,181.11
3	Carol Cable 100' rd orange U/L	1,649	16.99	28,016.51
4	Electripak 6 outlet power center	1,333	19.99	26,646.67
5	Intermatic Time-All timer	2,163	9.99	21,608.37
6	Dynascan The Night Sentry	706	24.99	17,642.94
7	Carol Cable 3 to 2 adapter 2/CD	17,096	0.99	16,925.04
8	Levitron night light, ivory	6,720	2.19	14,716.80
9	Carol Elec 6' polar extension cord, brown	9,511	1.49	14,171.39
10	Cable Elec 25' 18/3 work light, mtl	1,064	10.99	11,693.36
11	Carol Cable 16/3 100' rd orange U/L	550	19.99	10,994.50
12	Colton Crt E100 E-Z cord control	3,785	2.79	10,560.15
13	Lutron dimmer rotary on DR600RS	1,963	5.29	10,384.27
14	Lutron dimmer rotary on/off DR600PS	1,592	6.29	10,013.68
15	Thyrocon electric eye light	1,193	7.99	9,532.07
SEASONAL				
1	Thermwell P24 soft rope caulk	959	2.99	2,867.41
2	Stanley white cc foam	1,011	2.19	2,214.09
3	Thermwell 3-4 x 25' felt tape	1,392	1.49	2,074.08
4	Stanley brown cc foam	891	2.19	1,951.29
5	Thermwell 30' rope caulk	1,114	1.29	1,437.06
6	Thermwell 17' felt weatherstrip	1,741	0.79	1,375.39
7	Thermwell 42" A/C foam strip	1,369	0.99	1,355.31
8	Stanley aluminum/vinyl door bot SP1301	650	1.79	1,163.50
9	Thermwell aluminum/vinyl 3 piece door	75	7.69	576.75
10	Stanley 50 x 80 clear window	60	8.49	549.50
11	Thermwell 2 x 15' pipe insulation	192	2.79	535.68
12	Stanley 40 x 50 clear window	60	8.49	509.40
13	Thermwell ¾ x 10' rubber tape	192	2.59	497.28
14	Stanley brown ribbed ta V1340-12	60	6.29	377.40
15	Stanley white ribbed ta V1340-12	60	6.29	377.40

(Continued on page 55)

REAL-KILL
INSECT SPRAY
ROSE AND FLOWER
REAL-KILL
SPOT WEED KILLER
FOR HOME LAWN CARE
REAL-KILL
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We'll be straight with you. Customers want premix convenience. And no other company gives them a complete line of premixed, ready-to-use lawn and garden products. That's customer convenience. And that means additional sales and profits. They'll choose from Vegetation Killer, Spot Weed Killer, Rose and Flower Insect Spray, Tomato and Vegetable Insect Spray and Outdoor Indoor Bug Killer. All mixed up and ready-to-go. For more information about ready-to-use Real-Kill products, write Dale Wassergord at Realex Corporation, P.O. Box 78, Kansas City, MO 64141.
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Security Items Hot In June

Strong June sales of security items placed three Ideal security locks in top sales positions for the first six months of the year, according to an analysis provided by Hardware Distributors, Secaucus, N.J.

"These items sell much better in summer months," noted Marvin Deneroff, executive vice president of the distributor. "June sales definitely put locks where they are in ranking."

According to the Product Movement Audit, customers reached first for the Ideal Tulip Knob Latch, which has an average retail price of $6.99. The product ranked seventh on the list of hardware items, as 1,154 units moved for a total of $8,066.46 in sales.

Ideal's higher-priced Pushbutton Latch, with an average retail price of $7.99, accounted for $6,463.91 in sales during the period for a 14th place ranking. Holding down the 15th spot on the list was the $5.99 Ideal Door Closer (silver), which marked $6,415.29 in sales as 1,071 units moved.

Also on the top 15 list was the S-B Manufacturing Co.'s Storm King Door Closer, which ranked ninth as 1,042 units accounted for $7,804.58 in sales.

More Winners

Notching up a runaway first place in the category was American Built Duct Cloth, which accounted for 23,145 unit sales. With an average retail price of $1.39, total dollar movement was $32,171.55.

Two promotional items were ranked in the six months review, including the Closet Maid 18 x 6-ft. rack at third place and the Southern F ST 20 Mailbox, which ranked fourth.

Besides the 18 x 6-ft. rack, which accounted for $15,788.52 in sales of 265 units (at $44.99 each), Closet Maid also nailed down 13th place with its 18-in. three-tier rack. There were 467 units of the 18-in. rack sold at an average retail price of $13.99 for a total of $6,533.33.

In power tools, performance was well below what it has been for the last few years, said Deneroff.

"You will note that all of the leading items are utility tools," said Deneroff. "This category is definitely hurting compared to what sales were. For the rest of the year the category will be important, but not as much as it was last year."

The leading item in the six-month period was Black & Decker's Circular Saw, which moved 1,214 units for a volume of $57,045.86.

The highest-unit mover was Black & Decker's Jig Saw. There were 1,922 units moved at an average retail price of $17.99 for third-place ranking behind the Black & Decker ⅜-in. Drill VSR.

Bench Mark's 10-in. band saw, which at $199.99 average retail was the highest-ticketed unit mover on the list, ranked ninth. The unit accounted for $8,799.56 in dollar movement as 44 band saws were picked up by customers.

(Continued on page 55)

HARDWARE

Security

(Continued from page 54)

Bench Mark also garnered a 15th place ranking for its ½-in. Drill PR, as 45 units moved at average retail of $89.99.

In Power Tool Accessories, category sales were up for the six months compared to the previous year, said Deneroff. "Customers are definitely buying new parts for old tools. This trend will continue into the fall."

The leading item was Howard's ⅛-in. Twist Drill. The item, with $1.99 average retail, saw movement of 3,916 units for a total of $7,792.84 volume.

Basic electrical wiring devices and promotional items ranked high on Hardware Distributors' Product Movement Audit for the six months.

Topping the list was Manco ¾ x 60-in. electrical tape, promoted at 59¢.

Interest Is Building

Six of the top movers were timers. "This is definitely an up-and-coming category," said Deneroff.

Intermatic's Time-All was the hottest seller, as 2,163 units went out the doors for an average retail price of $9.99.

Another hot item earmarked for future growth is a Smurf nite light, Deneroff noted. "The item isn't listed because it didn't come on strong until the last two months."

In plumbing Deneroff predicts fall will be as strong as spring as sales of basics for repairs continue big during this economic climate.

Leading the list of plumbing items was Sterling's economy kitchen faucet. The item was promoted with a $20.99 price tag.

A $1 spring rebate aided sales of Soft Whites in Westinghouse Bulbs. The rebate has been extended through the fall and will include Eye Savers.

Soft Whites and Eye Savers showed up seven times in the top 15 items, led by the 60-watt two/sleeve which retails regularly for $1.96.

Like the general hardware movement audit, security hardware shows strong growth in locks.

The top three items were key products in most discounters security sections, said Deneroff.

"But more and more chains are expanding their programs. Hardware Distributors' business in the category is up 50% in the last two years, with a 20% increase last year."

Deneroff pinpointed padlocks as an area for greatly improved sales, particularly for back-to-school, a heavy promotion time.

Promotions in locksets are big from October through December.

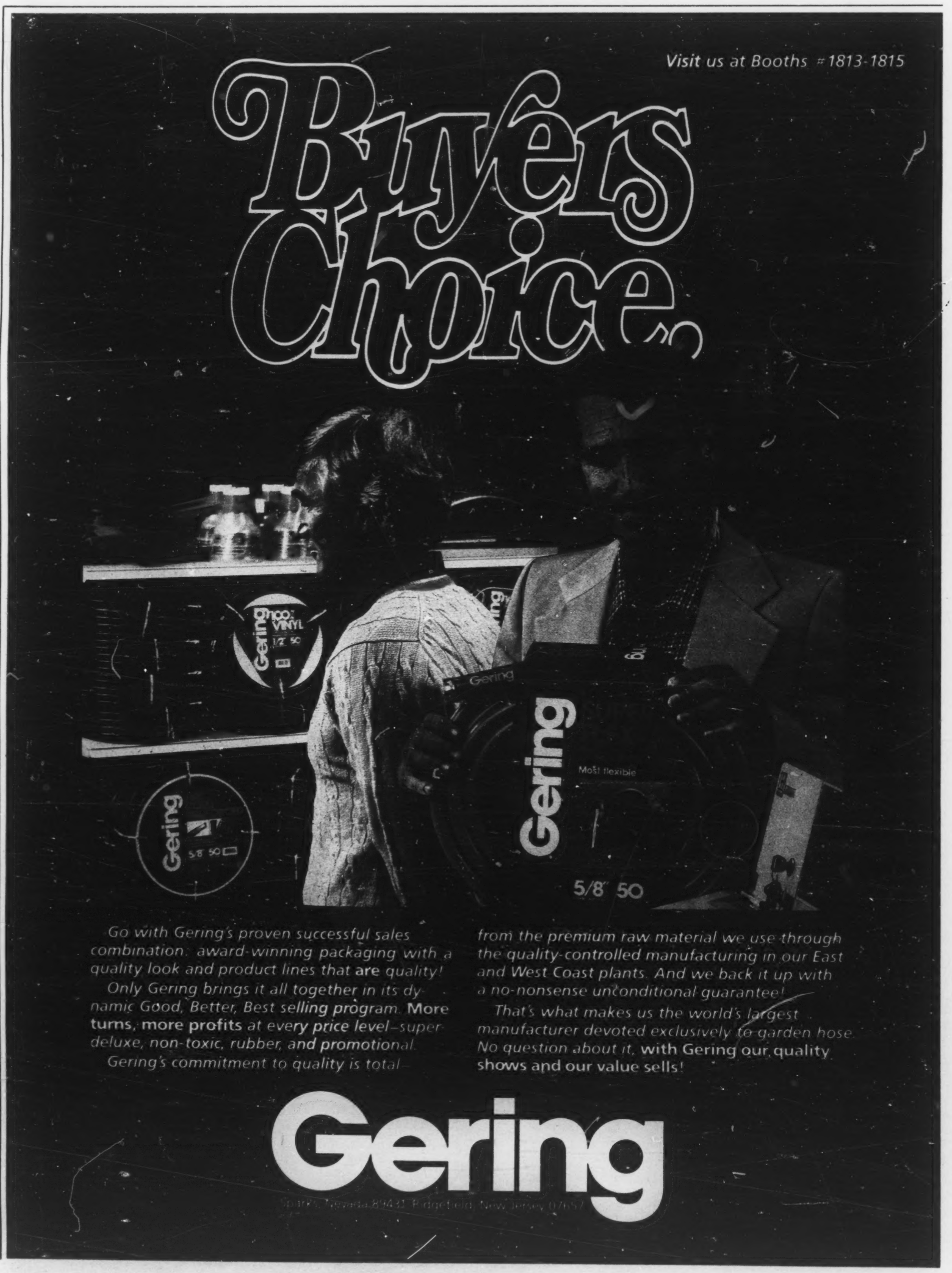
Scovill's entrance lockset, priced at $15, was the primary star of the category for the six months. Sales of 3,832 units generated $61,273.66.

Hardware Distributors services 350 stores, including 141 discount stores in 20 states east of the Mississippi.

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	SECURITY HARDWARE			
1	Scovill entrance lockset bra LW5	3,832	15.99	61,273.68
2	Scovill deadbolt sgl bras	1,451	18.99	27,554.49
3	Scovill heavy duty lockset	977	21.99	21,484.23
4	St Marks rim night latch	1,637	6.99	11,442.63
5	Parker single cylinder deadlock	1,050	8.99	9,439.50
6	Master combination padlock 1500C	2,220	4.19	9,301.80
7	Scovill bed/bath lockset bra	931	9.49	8,835.19
8	Weslock entry lock set sunray br	429	18.99	8,146.71
9	Master 1½" warded lam pad	3,354	2.39	8,016.06
10	St Marks double cylinder deadbolt	715	10.99	7,857.85
	HAND TOOLS			
1	Stanley 16' Powerlock tape	2,032	13.99	28,427.68
2	Stanley 6 piece Thrifty sds	5,176	4.99	25,828.24
3	Stanley 12' Powerlock tape	2,361	8.99	21,225.39
4	Arrow staple gun tacker T50	740	21.99	16,272.60
5	Stanley Retractable knife	3,456	4.19	14,480.64
6	Stanley 21" bow saw	1,677	8.49	14,237.73
7	Stanley Mitey knife	6,376	2.19	13,963.44
8	Stanley 26" 8 point cross cut	1,194	11.49	13,719.06
9	Stanley 16-oz claw hammer	1,872	7.29	13,646.88
10	Arrow junior staple gun JT21	1,120	11.99	13,428.80
11	Fuller 6 piece comb wrench set	1,358	9.99	13,356.42

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	POWER TOOLS			
1	Black & Decker 7308 7¼" Circ Saw	1,214	46.99	57,045.86
2	Black & Decker 7127 ⅜" Drill VSR	1,346	27.99	37,674.54
3	Black & Decker 7504 Jig Saw	1,922	17.99	34,576.78
4	Black & Decker 7404 Finishing Sander	980	27.99	27,430.20
5	Black & Decker 7104 ¾" Drill	1,061	20.99	22,270.39
6	Black & Decker 7390 V/P 7¼" DLX Circ	320	64.99	20,796.80
7	Black & Decker 7224 ½ Drill D-Hndl	183	54.99	10,063.17
8	Black & Decker 7436 Fin Sander D/A1/3 S	243	39.99	9,717.57
	POWER TOOL ACCESSORIES			
1	Howard Hde 1008 Twist Drill ⅛	3,916	1.99	7,792.84
2	Rak Pdcts Srat-Cut Guide Kit #35	311	24.99	7,771.89
3	Howard Hde 1130 Twist Drill 13P	549	13.99	7,680.51
4	Howard Hde 1306 13 pc Twist Drill S	804	8.99	7,227.96
5	Howard 6212 7¼ Carb Saw Blade	402	14.99	6,025.98
6	Howard Hde 1170 Twist Drill Set 7 pc	747	7.99	5,968.53
7	Credo Mfg. 10211 7¼" Carb Circ	440	13.39	5,891.60
8	Grt Nk Saw HC7D 7-in-1 Hole saw 1.7	685	8.59	5,884.15
9	Black & Decker 73300 3-N/Blade Set 7¼	460	11.99	5,515.40

These figures for the six months ended June 30, 1982, supplied by Hardware Distributors, Secaucus, N.J., cover 350 stores, including 141 discounters in 20 states east of the Mississippi. Average retail prices reflect typical price points for discount chains.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Woolworth/Woolco Makes Runyon VP

NEW YORK—Robert Runyon has been appointed senior vice president, human resources, of the U.S. Woolworth/Woolco division. He will report directly to Bruce Allbright, chairman and ceo.

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Fishing Gear Buoys Sporting Goods: P. 1

New Items Crank Up Camera Sales: P. 1

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Discount Store News

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

VOL. 21, NO. 18 | Published Biweekly, Every Other Monday, Monthly in December, by Lebhar-Friedman Inc. | $2 a copy | SEPTEMBER 6, 1982

Some Mfrs. Impose Distributional Curbs

By KEN RANKIN

WASHINGTON—Encouraged by softening Reagan Administration prosecution of resale price maintenance (RPM) violations, a growing number of discount store suppliers are attempting to impose anticompetitive distributional restraints on chains, industry lobbyists charged.

Scattered reports of stepped-up efforts by manufacturers to control retail pricing structures have been surfacing for months in the wake of shifting Justice Department and Federal Trade Commission enforcement policies toward Fair Trade-style RPM price fixing activities.

Those charges flared into the open last month as discount industry lobbyists warned top White House officials that many suppliers are brazenly citing pro-RPM Federal antitrust policies as a justification for demanding anticompetitive distributional concessions from chains.

In a letter to key Reagan Administration domestic policy advisors, the Association of General Merchandise Chains charged that discount industry buyers are encountering "a new insistence by suppliers on terms of conditions of sale . . . that may easily have the design or effect of fixing retail prices."

AGMC president Edward Borda, who earlier this summer met with Reagan White House aides in an effort to reverse controversial Justice and FTC policies promoting resale price maintenance activities, didn't name any specific manufacturers in his most recent letter to the President's policy advisors. But he did warn that suppliers of "many product lines" sold in discount stores are beginning to engage in these practices.

The second shoe could drop within the next two weeks with the release of a new industry-wide survey of discount chain execs by the National Mass Retailing Institute, aimed at documenting the upsurge of anti-competitive trade practices.

The preliminary findings of the survey were still being analyzed at presstime, and NMRI officials were keeping the results under tight wraps. But a spokesman for the association

(Continued on page 27)

"The Mexican [customers] will return when the Mexican merchants run out of supplies."
—Sergio Farias.

Plummeting Peso Carries With It A New FedMart Owner's Dream

By BRAD ALTMAN

CALEXICO, Calif.—At 11 o'clock on a mid-August morning, the mercury was soaring toward the century mark in this United States-Mexico border city.

Sergio Farias was driving an air-conditioned car but his temperature also began skyrocketing as he pulled into the FedMart parking lot. It was almost empty.

Shimmering waves of heat bounded off the 1,500-space parking lot which a week earlier had been jammed with cars.

"After seven weeks in business, to be hit by a devaluation," the 52-year-old Farias grumbled. "That's not fair."

The Heat's On

Mexico's greatest financial crisis in years—its second devaluation of the peso in seven months, on Aug. 5—caused a drastic decline in business on the United States side of the border.

The devaluation was especially devastating for Sergio Farias. After 23 years as a FedMart employee, in June he had signed the papers making him president of Sergio Enterprises Inc. The new corporation took over the leases of two FedMart stores—the 115,000-sq.-ft. unit in Calexico and a 40,000-sq.-ft. unit in Yuma, Ariz.

(Continued on page 30)

Lower-Income Customers To Get King's New Focus; 66 Stores Are Closed

By ARTHUR MARKOWITZ

NEWTON, Mass.—KDT Industries plans to return King's to its roots as it reorganizes operations under Chapter XI, according to company officials.

Sixty-six King's stores were closed at presstime, a move that saw the former 182-store chain shutter all its units in Indiana, Kentucky and Tennessee and all but two each in Virginia and North Carolina.

Most stores in Ohio were also closed, along with 23 in New York and New England.

The company expects King's to become a regional discount store chain serving small communities and low- to low-middle-income shoppers, a consumer group abandoned by other discounters in the industry's massive tradeup movement during the past few years, Steven J. Green, chairman and ceo, told *DSN*.

KDT at presstime was moving ahead on three fronts to develop and execute a plan to return to profitable operations:

- The hiring of Alco Enterprises as a consultant on the company's reorganization, and for such other matters as evaluating the stock of stores set to be closed and working with vendors on resupplying ongoing units.

The agreement, approved by KDT's creditors committee, is pending before the Federal Bankruptcy Court for the Southern District of New York where the Chapter XI petition was filed in early August.

- Completing negotiations for a seasonal line of credit for the Christmas period with several lenders. Green said KDT "was in the final stages of the negotiations."
- Presenting a plan for the restocking of stores—to make

(Continued on page 30)

Some Chains Up 2nd-Qtr. Profits But First-Half Results Are Mixed

Nationwide DSN Report

Belt-tightening and conservative buying helped some discount chains score earnings gains for the second quarter, despite consistently slow retail sales.

But a second-quarter profit jump couldn't cut the mustard for many, such as K mart and Heck's, which still finished the first half down.

Discounters went into the year anticipating a weak first half and a much stronger second half. Most are sticking with their original forecasts.

Unseasonable cool weather in June killed any hopes for a warming up of sales during the second quarter. By the start of July chains stepped up promotions and made deep price cuts to quickly clear out summer inventory—which, for most, was bought much lighter than last year.

K mart outperformed Wall Street analysts' forecasts of an earnings drop in the second quarter, reporting profits 6.9% ahead of last year's figure. Earnings reached $60,700,000 on sales of $4.15 billion. Per-share earnings were 45¢.

The gain, which broke a trend of 10 consecutive quarterly profit drops, was partly caused by a jump in licensee fees, higher earnings from the company's interests in Australia and Mexico, plus a gain in currency translations.

Improved margins and ex-

(Continued on page 30)

DSN Digest Sept. 6, 1982

H&BA

- **Skin care gets picked as a hot growth category in the cosmetics/toiletries department.** (p. 6)

HARDWARE

- **Record crowd turns out at annual Hardware Show to hunt for deals and energy-saving products.** (p. 7)

HOUSEWARES

- **Gary Broadhead explains AIM for the best's traditional merchandising approach to the department.** (p. 11)

CATALOG SHOWROOM NEWS

- **Michigan-based Witmark begins phasing in a new computerized merchandising program.** (p. 25)

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HEALTH & BEAUTY AIDS

Skin Care Is Seen Scoring, Aided by Therapeutic Pitch

Promises of therapeutic benefits through use of sun protection factors (SPF) have led to exceptional gains in sunscreen sales. Variations in SPF also mean multiple purchases. Scene is Wal-Mart, Rogers, Ark. *(DSN photo)*

FAIRFIELD, N.J.—A continued emphasis on therapeutic benefits will lead to dramatic growth in skin care sales over the next few years, according to market research by Charles H. Kline & Co., Fairfield.

Of 34 specific cosmetics/toiletries categories, facial cream is expected to be No. 2 in manufacturers' sales by 1986. The category was No. 4 in 1980 and No. 3 in 1981, according to the Kline study.

Improvement Reported

The future of hand and body creams is also bright as more manufacturers plan to stress the importance of total body care on a daily basis. For 1981 the combined performance of hand, body and facial creams reflected a 17% jump in sales over the previous year.

Keys to success in sales growth of all the cosmetics/fragrance categories include innovative packaging and updated formulas as well as promises of protection, according to the Kline report.

Emphasis on the therapeutic benefits of ingredients such as aloe vera, collagen and elastin boosted sales of the entire skin care category by 15% last year—with even greater growth forecast for the future.

More Winners

In the hair care category, conditioners positioned as therapeutic remedies for damaged hair showed the greatest gain—30%—in 1981. Hair conditioners as a whole had a 20% sales boost. Overall, the hair care segment generated 13.8% more sales than in 1980, at the manufacturer level.

Sales of sunscreens, another protection-oriented segment of the market, continued to benefit from consumers heightened awareness of the sun's potentially negative effects. The study cited use of sun protection factors as a sales booster, often promoting multiple purchases.

Important Role

Creative packaging and updated formulations were combined in the concept of liquid soaps in pump dispensers. That combination stimulated tremendous interest during the last couple of years. Gel toothpastes and solid antiperspirant sticks were also cited as creative formulations gaining in sales.

Dial-a-Lash mascara and Dial-a-Tan sunscreen were examples of packaging innovations that spurred sales increases in their respective categories.

1981 Sales Growth of Cosmetics, Toiletries*

Category	1980	1981	Gain
Skin care	$1,684	$1,944	15.5%
Hair care	1,803	2,052	13.8
Fragrances	1,579	1,775	12.4
Nail care	252	282	12.1
Makeup	1,264	1,412	11.7
Oral care	1,143	1,258	10.0
Other	1,695	1,936	14.3

**Manufacturers' sales in millions of dollars.*
Source: Charles H. Kline & Co., Fairfield, N.J.

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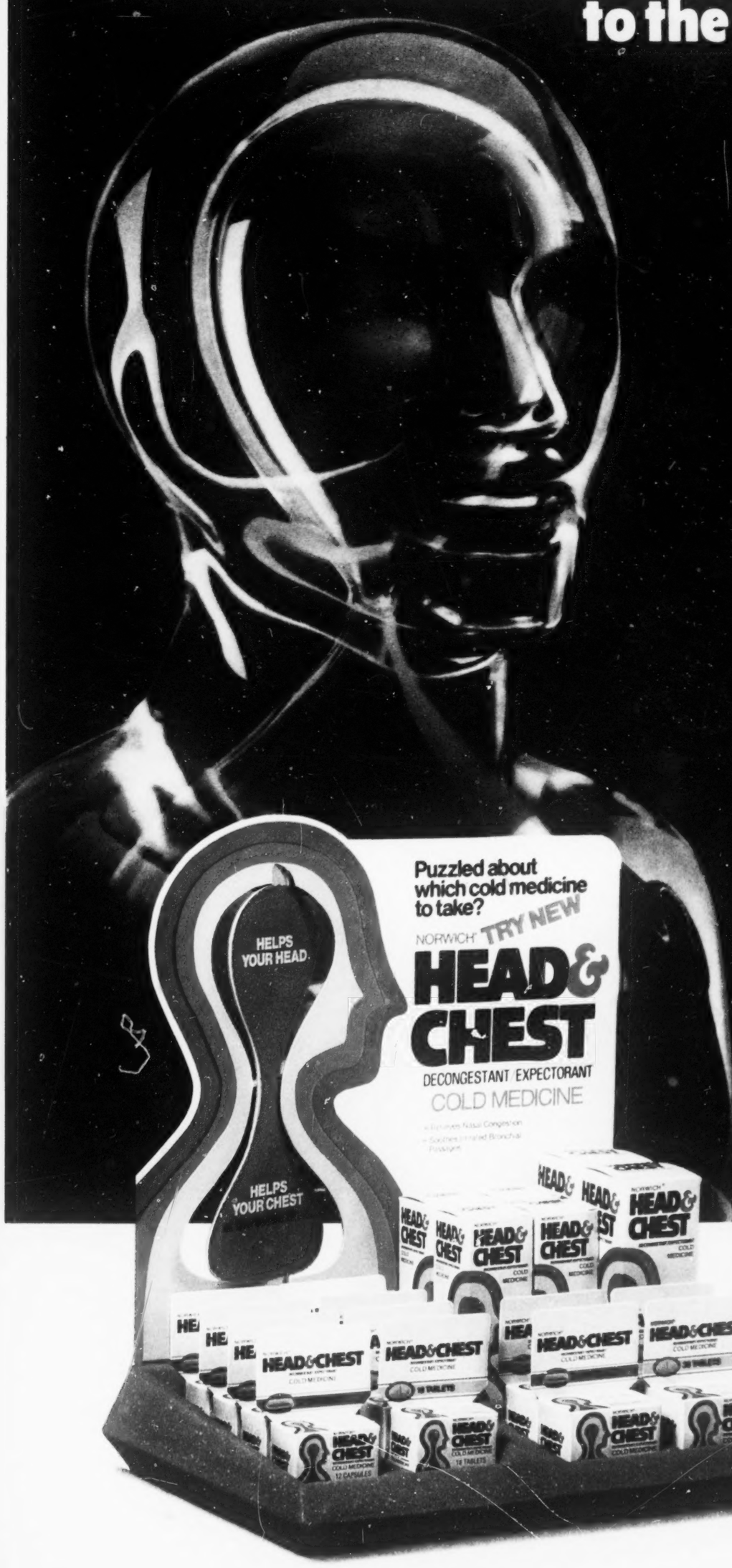

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SPORTING GOODS

$ Rank	Item	Unit Movement	Average $ Retail	Total $ Movement
	ATHLETIC			
1	Crosman BB/Pellet Gun—760	2,700	39.99	107,973
2	Coleman 2 Burner Stove—425	3,700	24.99	92,463
3	Gott Tote 12—18114	6,100	14.99	91,439
4	Igloo Little Playmate—2371	7,200	11.99	86,328
5	Wilson Chris Evert Racket—2760	2,300	19.99	45,977
6	Penn Tennis Balls—X76YHD	12,400	2.79	34,596
7	Tonka Square Toaster—SSL55	4,600	6.99	32,154
8	MacGregor Moses Malone Bsktbl—X2000	2,700	9.99	26,973
	GUNS			
1	Remington 12ga Auto Shotgun—5336	2,700	399.99	1,079,973
2	Remington 12ga Pump Shotgun—6934	2,400	315.99	758,376
3	Ruger 22 Auto Carbine—10/22RB	4,590	109.99	504,854
4	Winchester 30/30 Lvr Action Carbine—G9412	2,215	209.99	465,128
5	Marlin 30/30 Lvr Action Carbine—336C30	2,200	209.99	461,978
6	Remington 12ga 30" Pump Shotgun—6976	1,100	349.99	384,489
7	Remington 30/06 cal Auto Rfl—4716	990	379.99	376,190
8	Mossberg 12ga Shotgun—600AKT	1,300	199.99	259,987
	FISHING			
1	Daiwa Ultra Light Spncst Cmb—MC238S	16,390	25.99	425,976
2	Zebco/Superior Spncst Cmb—202/245	53,725	6.98	375,001
3	Kwik Stix Graphite Cstng Rod—1430	15,663	22.99	360,092
4	South Bend/Superior Spncst Cmb—130/245	36,000	6.98	251,280
5	Zebco Dlx Poly Spncst Kit—1545	16,000	13.99	223,840
6	Zebco Poly Spncst Kit—1245	22,000	9.99	219,780
7	Shimano Baitcast Reel—BM10SG	4,800	39.99	191,952
8	Ryobi/Kwik Stix Spinning Cmb—SX2N/1620	6,300	26.99	170,037

Source: Maurice Sporting Goods, Chicago, for May 1-July 30, 1982.

Cataloger O. G. Wilson is cashing in on the fitness boom with stationary bicycles, press benches and other exercise equipment, a leading growth area in sporting goods. *(DSN photo)*

Fishing Tackle Still Backbone Of Department

By FRANK J. KATLIN
Executive vice president, Maurice Sporting Goods

After an erratic spring due to a struggling economy, the first half picked up considerably for many leading discounters in sporting goods.

While many chains began the year with cautious optimism, their inventories remained their prime area of concern as the first half reached a close.

Area Important

With the economy still very much uncertain, leisure time activity remains an important area of growth for the consumer. There were several bright spots in an otherwise mediocre spring—fishing tackle remained the backbone of many discounters' sporting goods departments.

By aggressive promoting and keying into identifiable categories, the successful chains were able to maintain sales increases throughout the first half.

This Product Movement Audit shows high-profile rod-and-reel combinations and name brand tackle boxes gaining a wider share of the market as discounters promoted throughout the key spring selling season.

In addition to the current PMA, future ones will be provided for DSN *by Maurice Sporting Goods, a Chicago-based distributor which services over 5,000 outlets in 40 states, 80% of which are discount stores with sporting goods departments.*

Rod-and-reel combinations promoted between $10.99 and $24.99 gained a dominant share of the market. The Daiwa MC2-38 ultralight spincast kit was a strong seller on a national basis, followed by the Zebco 202 spincast reel mounted on a spincast rod.

As for tackle boxes, the audit showed that standard three-tray boxes between $9.99 and $24.99 were strong sellers. The Woodstream 1060 as a promotional tackle box was a big Father's Day item for many mass merchants, while the higher-priced Plano 6300 was strong for many tackle departments.

Pessimistic Attitude

The upcoming fall season reflects a hesitancy on the part of mass merchants to begin with a heavy inventory in arms and ammunition. The outlook, with an unpredictable economy, is for a poor fall gun season due to price increases and marginal return on dollars invested.

Many retailers will begin the fall with modest inventories and buy on a hand-to-mouth basis with distributors carrying the load on a refill basis. Many mass merchants have reduced their gun listings to only the promotional basics in guns such as the Remington 5336 and the Ruger 10/22RB.

The next Product Movement Audit will recap the summer selling season, and anticipate trends that are noteworthy for fall.

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